

Rural Development Program 2007-2013
Axis 4 – Measure 421 Transnational Cooperation
Project Idea – Partner research Form

Project title	LADI – Promoting rural tourism of Lakes districts in LEADER areas
Lead Partner (Organisation)	<p>LAG dei Due Laghi – http://galdeiduelaghi.org/</p> <p><i>Lombardy (located in Northern Italy) with a population of nearly 10 million inhabitants, over a total area of 24 thousand square kilometers, is one of the most important region of Italy: a dynamic and competitive Region, thanks to its geographical position and economy. Lombardy, symbol of modernity and development, presents very attractive natural resources, enhanced by an artistic and cultural heritage of significant value. Main city: Milan; Como, Varese, Brescia. Among main tourist attraction: Lakes of Como, Garda, Maggiore, etc.</i></p>
Summary description of project	<p>Natural resources (e.g. lakes, landscape, cultural heritage, etc.) often represents a characteristic of LEADER areas and a tourist attraction. Promoting natural resources for local developments is one of the priority in many Local Development Plan 2007-2013 of Local Action Groups (LAG) under LEADER Approach.</p> <p>So this cooperation project aims at promoting a common strategy at trans-national level to support rural tourism in LEADER areas, as a vehicle for local socio-economic development.</p> <p>Objectives</p> <ul style="list-style-type: none"> ➤ Promoting rural tourism and tourist attractions in rural areas ➤ Developing common strategy of rural tourism promotion at transnational level ➤ Capacity building of local stakeholders active in the field of rural tourism (e.g. local authorities, farm holidays, Bed & Breakfast, etc.) ➤ Exchange of experiences, skills and transfer of best practices. <p>Activities</p> <ul style="list-style-type: none"> ➤ Study and analysis of rural tourism at local level; Catalogue of best practices for rural tourism promotion ➤ Promotional campaign at European level of rural tourism in LEADER area ➤ Trans-national meetings and workshops on project's themes ➤ Participation to fairs and exhibitions ➤ Organizing cultural, sports, folklorist events ➤ Study visits ➤ Promotional materials
Types of partners search	<p>Eligible partners are only Local Action Group (LAG) under LEADER Approach.</p> <p>Role of Project Partner</p> <p>LAGs partners will be in responsible of carrying out one of more tasks within the foreseen project work programme, as follows:</p> <ul style="list-style-type: none"> ➤ Share and transfer local experiences and best practises in promoting rural tourism ➤ Participate to study visits, meetings, workshops and events in Lead Partner territory ➤ Organize local study visits, meetings, workshops and events ➤ Promotional materials
Deadline	Deadline for expression of interest : Wednesday 3rd August 2011
Contact Person	Mr. Emiliano Crotti – Tel. +39/02/6672181 –e-mail e.crotti@europartner.it

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